WOOD BUFFALO NATIONAL PARK
1989 FORT SMITH VRC EXIT SURVEY
Report On Survey Findings

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Environment Canada

EXECUTIVE SUMMARY

Data for the Fort Smith Visitor Reception Centre (VRC) Exit Survey at Wood Buffalo National Park were collected during the summer of 1989 using a questionnaire distributed at the Fort Smith VRC to 200 visitors. Ninety (n=90) respondents completed the survey, yielding a response rate of 45 percent.

In March 1990, Prairie Research Associates Inc. was contracted to prepare data tabulations for results analysis. In January 1992, the Canadian Park service hired an individual on a term basis to analyze the data and prepare a report on results.

The study provides information on basic Fort Smith VRC visitor characteristics, level of use of facilities/services/programs by VRC visitors, and level of expectation/satisfaction with their VRC visit.

The findings from this survey show that Fort Smith VRC visitors are mainly those visiting for the first time in the last 12 months. Most visitors reside in Canada with only a small percentage residing in Fort Smith. Americans, followed by Europeans, make up the majority of the remaining VRC visitors. Three out of every four visitors either visited the park already or planned to visit the park.

Most VRC visitors stopped at the VRC to learn more about the park and see the presentations, and to make inquiries or get information. Almost all viewed the slide presentation in addition to receiving a verbal reception/orientation, and/or viewed the exhibits.

VRC visitors who stopped at various park sites and facilities before visiting the VRC went most often to the Pine Lake Recreation Area, Angus Tower, Salt Plains Picnic Site, and Salt Plains Overview.

Most visitors gave the highest quality rating of "good" for such sources as the slide presentation and exhibits. As well, most rated their visit to the VRC as "excellent".

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1.0 BACKGROUND

The Canadian Parks Service conducted two surveys at Wood Buffalo National Park in the summer of 1989. One was a handback/mailback Visitor Survey and the second was a Fort Smith Visitor Reception Centre (VRC) Exit Survey. In March 1990, Prairie Research Associates Inc. was contracted to prepare data tabulations from both surveys for results analysis. The Canadian Parks Service hired an individual on a term basis in January 1992 to analyze the data and prepare a report on each of the 1989 surveys of visitors. This report represents the results of the 1989 Fort Smith VRC Exit Survey.

The time elapsed from survey implementation in 1989 to this report analyzing the results has resulted in staff departures and changes at the Prairie and Northern Regional Office. Specifically, those involved with this survey have since changed jobs thus removing the "memory" for these surveys. As well, files containing key survey and background materials are minus some critical information. A combination of these and other factors mean that from time to time throughout the report explanatory notes may be provided in order to clarify or qualify information.

2.0 INTRODUCTION

Wood Buffalo National Park, a UNESCO World Heritage Site, is 44,807 sq. km. in size, and lies astride the Alberta/Northwest Territories boundary, south of Great Slave Lake. It is accessible from southern Canada via the Mackenzie Highway system, and the airports of Fort Smith in Northwest Territories and Fort Chipewyan in Alberta.

The main park administration office is located just outside the park in Fort Smith, and there is an area office at Fort Chipewyan. The main Visitor Reception Centre is included as part of the Fort Smith park administration complex. Most park use takes place at the Pine Lake Recreation area, and several picnic sites located at points of interest along the park road system.

In 1989, Wood Buffalo had total attendance of 6,346 visitors, an 11% (628) increase over the 1988 visitation level. Fort Smith residents are the main park users, followed by those from elsewhere in Canada and northwestern United States. Europeans and other overseas visitors are the third main visitor group.

The following general research objectives were identified for both surveys in the Wood Buffalo National Park Visitor Exit Surveys Planning Report (January 1989).

- To develop a profile of basic visitor, socio-economic and demographic characterics segmented by user groups appropriate to the park's mandate for further marketing purposes.

- To determine the level of use of facilities/services/programs available to the park visitor.

- To assess the levels of expectation/satisfaction, and activity interests regarding park services and programs; and

- To determine on an ongoing basis, an estimate of total park visitation by typology in improving attendance collection and reporting.

This report on the findings for the 1989 Fort Smith Visitor Reception Centre Exit Survey is divided into sections. Section 3 of the report reviews the survey methodology, and Sections 4 and 5 discuss survey distribution and representativeness, respectively. Section 6 provides an overview of the findings for all survey repondents followed by Section 7 which presents differences in findings for respondent types. Section 8 draws conclusions based on the stated general research objectives.

3.0 METHODOLOGY

According to the Planning Report, survey stints for the Fort Smith VRC Exit Survey were scheduled to start May 21, 1989 and conclude September 2, 1989. The exit interviews were to be conducted as visitors exited the Fort Smith VRC and administered by park personnel. The target population was to be those visitors 16 years or older leaving the VRC.

The exit interviews were conducted as planned at the Fort Smith VRC by park staff as visitors were leaving the centre. The actual survey schedule and survey distribution were not fully documented.

Socio-Economic Services (PNRO) coded questionnaire responses and completed the data entry process. In March 1990 Prairie Research Associates Inc. was contracted to do the range and logic checks in addition to preparing data tabulations for subsequent analysis.

4.0 DISTRIBUTION OF SURVEYS

After an extensive file search and interviews with both present and former Canadian Parks Service staff, it appears there is no complete documentation detailing actual survey distribution by month nor by weekday/weekend.

Survey distribution was planned for May 21, 1989 to September 2, 1989; however, returned questionnaires had only June, July or August dates on them. It is also not known exactly how many survey stints eventually took place. What is apparent from the limited documentation on file is that the survey stints somewhat corresponded to the dates set out in the Planning Report.

By piecing together file information, it appears that 200 exit interviews were attempted in total. This is the figure used for discussion concerning response rates.

5.0 REPRESENTATIVENESS

Of the 200 surveys distributed, 90 were completed and deemed usable by the end of the survey period. This represents a response rate of 45 percent. For a normal population, these results are considered accurate within a range of 6.9 percentage points above or below the figures given, 19 times out of 20.

Weighting of the data has not been undertaken for differences between the sample and the actual populations for several reasons. One main reason is that information concerning actual monthly and weekday/weekend distributions was not fully documented to establish weighted visitor counts as outlined in the Planning Report.

Since factors such as the actual survey distribution are unclear and largely not documented, it would be prudent for readers to use these results carefully. This and other factors combined may not necessarily allow the data to be interpreted as representative of all visitors to Fort Smith VRC.

6.0 OVERVIEW OF THE RESULTS

Prairie Research Associates Inc. was contracted in March 1990 to prepare tabulations from the 1989 Fort Smith VRC Exit Survey. Tabulations included one-way frequencies for all questionnaire variables and cross-tabulations for frequent visitors/infrequent visitors.

The questionnaire is included as Appendix 1 and a set of one-way tabulations for all respondents is found in Appendix 2. Verbatim comments for Question 16 are in Appendix 3. Park attendance figures from 1988 to 1991 are in Appendix 4.

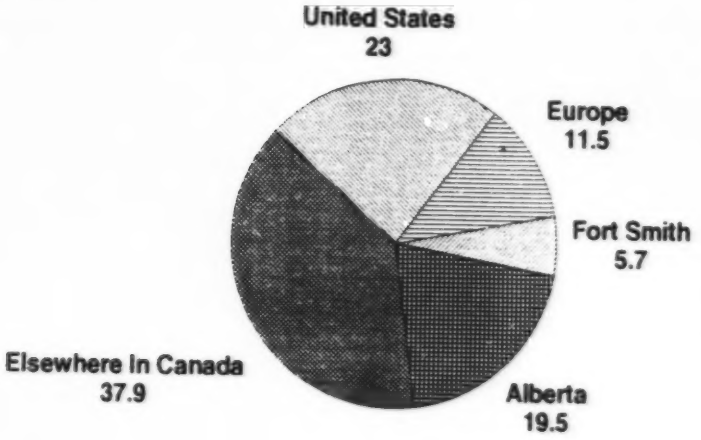
6.1 Descriptive Results: All Respondents

In this section, the main findings of this survey for all respondents are presented in summary form. A general profile of all respondents is presented first, followed by a profile of their experience at the Fort Smith VRC and the park in general, and their level of satisfaction.

<u>General Profile of Respondents</u>

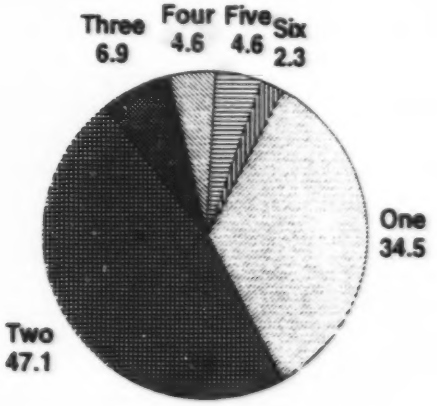
Almost two out of every three visitors to the Fort Smith VRC reside in Canada (63.2%). Only five visitors (5.7%) are residents of Fort Smith. Almost one quarter of the respondents (23%) were from the United States, and 11.5 percent were from Europe. Figure 1 summarizes respondents' places of residence.

Figure 1: Place of Residence (percent, n=87)



Almost one half of survey respondents (47.1%) travelled in groups of two while 34.5 percent travelled alone. The average group size was 2.05 persons. A breakdown of party size is presented in Figure 2.

Figure 2: Party Size (percent, n=87)



In terms of the type of travelling party, most visitors to the Fort Smith VRC travelled alone (33.3%), and 27.6 percent were couples. Only three respondents were part of an organized group (see Table 1).

Table 1: Type of Party
(n=87)

Travel Party	Percent of Sample
Alone	33.3
Couple	27.6
Group of friends	20.7
One family	10.3
Multiple family	4.6
Organized group	3.4

The most common age group represented for males was 35 to 44 years, followed by 25 to 34 years then 55 to 64 years. For example, 19 respondents noted that they had one or more male group members in the age category 35 to 44 years. The most common age group for females were the age categories 35 to 44 years and 55 to 64 years. For example, this means that 14 respondents said they had one or more female group members in each of these age categories. Table 2 summarizes these results.

Table 2: Number of Respondents with Males/Females in Specified Age Categories

Age	Number of Respondents	
	Males	Females
Under 10	5	5
10 - 15	3	2
16 - 24	8	5
25 - 34	16	10
35 - 44	19	14
45 - 54	10	6
55 - 64	15	14
65 and over	10	6

Fort Smith Visitor Reception Centre Experience

Most respondents (88.5%) said they were visiting the Fort Smith VRC for the first time in the last 12 months. Only ten respondents (11.5%) said that this was not their first visit to the VRC in the last 12 months.

Most respondents (72.3%) indicated that on average, they visit the VRC once per year. (Note: This figure must be used with caution as this would mean that there are those living outside of NWT and Alberta that come to the VRC an average of once per year. As repeat park visitors are mostly day users (1989 handback/mailback Visitor Survey), it is not likely that visitors coming from such distances would only spend one day in the park or even visit the VRC an average of once per year). A small percentage (6.2%) said they visit two times per year on average, and 7.7 percent visit more than two times a year on average. The average number of visits ranged from one to 50 visits per year.

One quarter of respondents had already been to the park when they stopped at the Fort Smith VRC while nearly half (49.4%) were enroute to the park. The remaining one quarter said they only visited the VRC and were not going on to visit the park (see Figure 3).

Figure 3: Type of Visit
(percent, n=87)

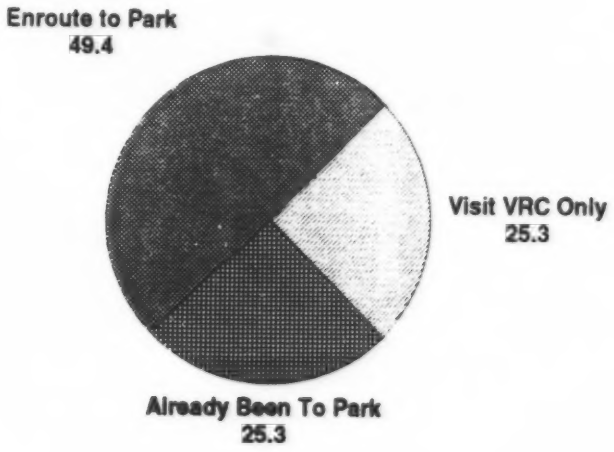


Table 3 presents the reasons why respondents visited the Fort Smith VRC. The majority of respondents (63.3%) said the purpose of this visit was to learn more about the park and see the presentations followed by 55.6 percent whose purpose was to make inquiries or get information. The lowest number of respondents (17.8%) stated their purpose as visiting friends/relatives in the area and decided to drop in.

Table 3: Purpose of Present Visit to VRC (percent of all respondents)

Purpose	Percent
Learn more about park, see presentations	63.3
Make inquires or get information	55.6
Recreational trip to/from park	44.4
Just passing through area	18.9
Visiting friends/relatives in area	17.8
Other purpose	17.8

Nearly all respondents (97.6%) had contact with park staff during their visit to the VRC. Of these, 96.9 percent said park staff were always helpful.

Table 4 summarizes the purpose for contacting park staff at the VRC. The majority of respondents (87.8%) contacted park staff for information about the exhibits and displays.

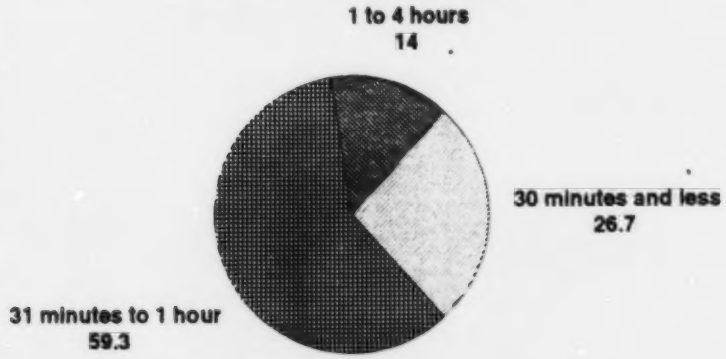
Table 4: Reasons for Staff Contact at VRC (percent of those having contact)

Purpose	Percent
Exhibit/display information	87.8
Obtain park information	65.8
Obtain pamphlets	61.0
Ask directions	45.1
Other reasons	13.4

All but one survey respondent said they obtained information on the park while at the VRC. The one visitor who did not obtain park information said they simply did not need any. Only one respondent said the park information was not helpful.

On average, visitors spent approximately 50 minutes at the VRC. The amount of time spent ranged from ten minutes to four hours. Figure 4 breaks down the amount of time spent at the VRC by survey respondents.

Figure 4: Time Spent at VRC
(percent of respondents)



Slightly more than half of the respondents (51.4%) planned to visit the Fort Smith VRC when planning their trip to Wood Buffalo National Park.

Respondents were asked to rate their visit to the VRC as "excellent", "good", "fair" or "poor". Two-thirds of all respondents rated their visit to the VRC as "excellent" and the remainder noted their visit "good".

Park Experience

One quarter of survey respondents stopped and visited various park sites and facilities before coming to the VRC on this trip. Table 5 summarizes where they went. The sites and facilities visited most often were the Pine Lake Recreation Area (36.4%) followed by Angus Tower (33.8%), Salt River picnic site (32.9%), and Salt Plains Overview (32.8%). Sites and facilities visited by fewer than ten percent of the respondents each were Moose Island, Kettle Point Group Camp, Sweetgrass Cabin, Rainbow Lake Hiking Trail, and Rainbow Lake backcountry campsite. It should be remembered that these responses are not indicative of total site and facility use because nearly one-half of the respondents were stopping at the VRC enroute to the park and therefore are not part of the responses to the questions. Thus, it is merely a sketch of those sites and facilities visited in the park before coming to the VRC.

Table 5: Sites/Facilities Visited Before VRC Visit
(percent of those responding to the question)

Site/Facility		Percent
Pine Lake Recreation Area		36.4
Angus Tower		33.8
Salt River picnic site		32.9
Salt Plains Overview		32.8
Peace Point		20.3
Salt River Hiking Trails		20.0
Karstland	18.0	
Salt Meadow	0.0	
North Loop	5.2	
South Loop	5.1	
Entire Loop	5.2	
Parsons Lake Road		15.9
Carlsons Landing		14.3
Fort Chipewyan		14.3
Other site/facility		12.7
Moose Island		9.5
Kettle Point Group Camp		7.9
Sweetgrass Cabin		4.8
Rainbow Lake Hiking Trail		3.2
Rainbow Lake backcountry campsite		1.6

On average, those who visited Salt Plains Overview stayed about three hours. Visits here ranged from five minutes to 24 hours. Those visiting Angus Tower stayed for 20 minutes on average. Visits to this site ranged from five to 90 minutes.

Satisfaction with Park Information

Survey respondents were asked their views on the quality of information provided to visitors (i.e. a rating of "good", "fair", or "poor"). It is important to note that these responses may be subject to a politeness bias on the part of respondents. In some cases, there may be a general desire for respondents to be polite and cooperative with interviewers, and to slant answers toward the kind of answer respondents think interviewers would like to hear.

Table 6 shows the level of usage for various types of information and the percent who gave a "good" rating (since most respondents who made use of the VRC information gave a rating of "good"). After the slide presentation (97.6%), a verbal reception and orientation was experienced most (84.5%) followed by the viewing of exhibits (83.3%). Almost all who viewed the slide presentation and the exhibits gave them a "good" rating, 97.6 percent and 97.1 percent, respectively.

Table 6: VRC Information Usage Level and Rating (percent of those who used/viewed information)

Information	% Used Viewed	"Good" Rating
Slide presentation	97.6	97.6
Receive verbal reception/orientation	84.5	84.5
Exhibits	83.3	97.1
Interactive computers	61.0	86.6
Video Presentations	7.5	83.3
Movies	6.2	60.0
Guest speaker presentation	1.3	100.0

Visitor Comments

Survey respondents were asked to provide comments or suggestions regarding their visit to the Fort Smith VRC. Many comments appear to be favorable, and a complete record of comments is found in Appendix 3.

Generally, visitors were most impressed by the courteous and friendly staff, and were often "surprised to find such a spectacular exhibit in such a small town", and noted that it was "unusual to find all this".

Improvements were suggested in certain areas. A sampling of comments is provide below.

1. Signage

- "More signage to get to VRC in building and out. Had problems getting here;"
- "Difficult to find directions to get here. Went to campground for VRC directions. Need one extra sign;"
- "... Only came in because of sign in front. Otherwise, wouldn't have know place existed."

2. Exhibits and Information

- "A map next to photos in exhibit to show where the places are e.g. caves at Peace Point;"
- "Lousy pictures in theatre as far as botanist goes. Would prefer the authentic thing...;"
- "Slide presentation - too fast - can't properly grasp it. Didn't like music and narrative display. Exhibit - nice pictures...;"
- "A (smaller) information centre on Hwy. 5 entering the park from Hay River would be helpful and a new map...;"
- "... The computers are very helpful."

7.0 DIFFERENCES AMONG TYPES OF VISITORS

In addition to frequency tabulations for all questionnaire variables, Prairie Research Associates Inc. was asked to prepare cross-tabulations to compare frequent and infrequent users. (Note: As only five respondents resided in Fort Smith, it is not reliable to make comparisons between Fort Smith Resident and non-residents of Fort Smith). Frequent visitors were classified as those who had already visited the VRC in the last 12 months. Infrequent visitors were classified as visiting the VRC for the first time in the last 12 months.

In each case only findings with a statistically significant difference are reviewed in this section. In several instances further analysis is not possible due to high levels of missing data. (Note: A statistically significant difference is one that cannot be attributed to chance. For the purposes of this report, a statistically difference is defined as a Chi-square probability of .01 or less).

7.1 Frequent Visitors/Infrequent Visitors Comparison

As presented previously in the overview of results for all respondents, 88.5 percent of survey respondents said they were visiting the Fort Smith VRC for the first time in the last 12 months. Most of them indicated that they visit the VRC an average of about once per year so they are not even necessarily first-time visitors to the VRC.

As a result, since only 11.5 percent of VRC visitors were repeat users (i.e. this was not their first visit to the VRC in the last 12 months), there appears to be little validity in comparisons between frequent and infrequent users.

8.0 CONCLUSIONS

To conclude this report on results of the 1989 Fort Smith Visitor Reception Centre Exit Survey, it is appropriate to review the general research objectives established for both surveys in the Planning Report. The objectives are noted along with a brief discussion of each. These conclusions do not take into account the results of the handback/mailback Visitor Survey which is addressed in a separate report. However, in some cases the results of that survey may be useful for comparative purposes in which case the survey results will be noted.

- **To develop a profile of basic visitor, socio-economic and demographic characteristic segmented by user groups appropriate to the parks' mandate for further marketing purposes.**

Generally, according to the Fort Smith VRC Exit Survey, most VRC visitors are Canadian residents travelling in groups of two, stopping at the VRC enroute to the park, and visiting the VRC for the first time in the last 12 months. Americans, followed by Europeans, make up the VRC's secondary markets.

It appears that 75 percent of VRC visitors also visited or planned to visit the park. This compares to the handback/mailback survey where almost 62 percent of park visitors also visited the Fort Smith VRC. This figure does not include those park visitors who had not yet visited the VRC but perhaps planned to visit it yet.

A more specific breakdown of visitor types regarding the nature of the VRC visit was unable to be determined through the types of questions asked on the questionnaire. A comparative analysis between frequent and infrequent VRC users was attempted; however there is little validity in comparisons between these types of users as only 11.5% were frequent VRC users.

Since the time of surveying in the summer of 1989, Wood Buffalo National Park Staff have developed visitor activity profiles for current park user groups.

- **To determine the level of use of facilities/services/programs available to the park user.**

Most respondents had contact with park staff when visiting the VRC for exhibit/display information. They visited the VRC for an average of 50 minutes to learn more about the park and see the presentations, and to make inquiries or get information.

Almost all viewed the slide presentation at the VRC as well as received a verbal reception/orientation, and/or viewed the exhibits.

VRC visitors who stopped at various park sites and facilities before visiting the VRC went most often to the Pine Lake Recreation Area, Angus Tower, Salt Plains Picnic Site, and Salt Plains Overview. Results from the handback/mailback survey show that facilities with the highest level of use for those respondents include Pine Lake Day Use and Picnic Area, Fort Smith VRC, Salt Plains Overview, and Pine Lake Campground.

The results of this exit survey suggest an under-utilization of the VRC by Fort Smith residents as only five survey respondents (5.7%) were residents of Fort Smith. This level of utilization is possibly due to an existing high level of familiarity about the park and its offerings as the majority of visitors who stopped at the VRC said it was to learn more about the park and see presentations. Of the respondents to the handback/mailback survey, 45 percent were Fort Smith residents.

- **To assess the levels of expectation/satisfaction, and activity interests regarding services and programs.**

Few questions on the VRC Exit Interview survey related to these areas. Of the ones that did, most visitors gave the highest quality rating of "good" regarding the quality of information provided to visitors for such sources as the slide presentation, exhibits and so on. Additionally, most rated their visit to the VRC as "excellent". One hundred percent of the handback/mailback survey respondents expressed satisfaction with the Fort Smith VRC and its interpretive program.

Overall, the results indicate that visitors receive good park information and reception once they arrive at the park, especially from the Fort Smith VRC. However, visitor comments suggest that getting to the VRC to receive good information and reception is difficult due to poor directional signage.

- **To determine on an ongoing basis, an estimate of total park visitation by typology in improving attendance collection and reporting.**

This objective has been addressed to some degree subsequent to surveying in 1989 since the collection specifications for calculating Wood Buffalo National Park attendance were amended in January 1991. "Total visits to the VRC" is the unit measurement related to the VRC that is included in the attendance formula. This figure is routinely maintained by VRC staff.

Consideration should be given to potential multiple counting of visitors as these results suggest that three out of every four VRC visitors also had been or were enroute to the park itself.

Park attendance figures from 1988 to 1991 are presented in Appendix 4.

APPENDIX 1

Questionnaire

Environment Canada / Environnement Canada

Canadian Parks Service / Service canadien des parcs

FORT SMITH VRC EXIT INTERVIEW

SURVEY NUMBER: _____

INTERVIEW DATE: _____

INTERVIEW TIME STINT: _____

REFUSAL: (1) (2) REASON: _____

LANGUAGE: (1) English (2) French (3) Other

Hi, I hope you have enjoyed the Visitor Reception Centre and its exhibits. My name is Andrew, on behalf of the Canadian Parks Service I am conducting a short interview to find out more about what visitors think about the Reception Centre and the park.

Your participation is voluntary and the information you provide will be treated in accordance with the Access to Information and Privacy Acts.

SCREENING QUESTIONS TO BE ASKED

I. Are you 16 years of age or over as of June 1, 1989?

_(1)_ Yes

_(2)_ No (only ask if in doubt)

II. Is this your first visit to the Visitor Reception Centre today?

_(1)_ Yes

_(2)_ No (If No, Thank respondent for their time)

III. Have you finished your visit to the Visitor Reception Centre?

_(1)_ Yes (If yes, go on to Ques. 1)

_(2)_ No (If No, thank respondent for their time and indicate that they may qualify as arespondant at a later date)

NOW, MAY I ASK YOU A FEW QUESTIONS ABOUT YOUR VISIT TO THE VISITOR RECEPTION CENTRE?

1.(A) Is this your first visit to the Fort Smith Visitor Reception Centre in the last 12 months?

_(1)_ Yes

_(2)_ No

(B) How many times per year on average do you visit the VRC?

____ #

(c) Is this visit only to the Visitor Reception Centre or are you on your way into the park on this trip?

_(1)_ VRC only

_(2)_ Enroute to Park

_(3)_ Have been to the park already on this trip

2. What is the purpose of your present visit to the VRC? (Check as many as required)

___ on a recreational trip to/from the park

___ visiting friends/relatives in the area and decided to drop in

___ to learn more about the park and see the presentations

___ just passing through the area

___ to make inquiries or get information

___ other: Specify: _____

3. **(A)** Have you stopped and visited any of the following sites or facilities before coming to the Visitor Reception Centre on this trip? (SHOW MAP)

YES	NO	
(1)	(2)	Salt River picnic site
(1)	(2)	Salt River hiking trails (If yes, indicate trails)
		____ Carstland
		____ Salt Meadow
		____ North Loop
		____ South Loop
		____ Entire Loop
(1)	(2)	Rainbow L. Hiking Trail
(1)	(2)	Rainbow L. backcountry campsite

WHAT DID YOU DO THERE?

(1) (2) Pine L. Rereation Area _____

(1) (2) Kettle Pt. Group Camp _____

(1) (2) Parsons Lake Road _____

(1) (2) Moose Island _____

(1) (2) Carlsons Landing _____

(1) (2) Peace Point _____

(1) (2) Sweetgrass Cabin _____

(1) (2) Angus Tower **If Yes Go to 2(C)** _____

(1) (2) Salt Plains Overview **If Yes Go to 2(B)** _____

(1) (2) Fort Chipewyan _____

(1) (2) Other: Specify: _____

(B) How long was your visit at Salt Plains overview?

____ hrs. ____ minutes

(C) How long was your visit at Angus Tower?

____ hrs. ____ minutes

4.(A) Did you have contact with park staff during your visit to the Visitor Reception Centre?

(1) Yes. If yes, were they always helpful? (1) (2)
Go To (B)

(2) No Go To (C)

(B) For what purposes did you contact park staff at the Visitor Reception Center? (check all that apply)

(1) directions

(2) exhibit/display information

(3) pamphlets

(4) park information

(5) other:Specify:_____

(C) Did you obtain any information about the park while you were at the Visitor Reception Centre?

(1) Yes. If yes, what type of information? _____
If Yes, Go to (E)

(2) No. Go to (D)

(D) Why didn't you obtain information?

(1) Didn't have time

(2) Didn't know any existed

(3) Didn't need any

(4) Couldn't find any that suited my needs

(5) OtherSpecify_____

(E) Was the information obtained helpful?

(1) Yes

(2) No If No, Why?_____

5. We would like your view on the quality of park information that is provided to visitors. Please indicate whether you used or viewed any of the following information and rate them from Good to Poor.

On todays visit did you:	(1) Yes	(2) No	RATING (3) Good	(4) Fair	(5) Poor	COMMENTS
View the slide presentation ?	Yes	No	Good	Fair	Poor	_____
View the exhibits ?	Yes	No	Good	Fair	Poor	_____
View any of the video presentations?	Yes	No	Good	Fair	Poor	_____
Use the interactive computers?	Yes	No	Good	Fair	Poor	_____
Receive verbal reception and orientation information?	Yes	No	Good	Fair	Poor	_____
See any movies?	Yes	No	Good	Fair	Poor	_____
Guest Speaker presentation?	Yes	No	Good	Fair	Poor	_____

6. What would you like to see more of or learn more about at the Visitor Reception Centre?

(1) nothing

(2) Specify:_____

7. Aproximately how much time did you spend at the Visitor reception Center?

____ Minutes or ____ Hours

NOW I WOULD LIKE TO ASK YOU A FEW QUESTIONS ABOUT YOU AND YOUR PARTY

8. Including yourself, how many persons are in your party?

____ #

9. Which of the following best describes your party?

(1) alone
(2) couple
(3) one family
(4) multiple family
(5) group of friends
(6) organized group (school group)

10.(A) Where is permanent address?

Town/City _____ Province/State _____ Country _____ Postal/Zip _____

(B) If an organized group, indicate point of departure.

_____

FOR OUT OF TOWN VISITORS ONLY

11. Did you plan to visit the VRC when you were planning your trip to Wood Buffalo National Park?

(1) yes
(2) no

FOR FORT SMITH RESIDENTS ONLY

12. Would you like to see other services or programs offered at the Reception Centre?

(1) Yes
(2) No

If yes, what other services or programs?

_____

_____

13. How would you rate this visit to the Visitor Reception Centre?

(1) Excellent

(2) Good

(3) Fair

(4) Poor

14. Could you tell me how many persons in your group belong to each of the age categories, including yourself?

	Under 10	10-15	16-24	25-34	35-44	45-54	55-64	65 +
Male								
Female								

16. Do you have any comments or suggestions regarding your visit to the VRC? Please explain.

THANK YOU FOR YOUR CO-OPERATION

The summary of information from this questionnaire, available in the fall, can be obtained by writing to the Regional Director of the Canadian Parks Service at 457 Main Street, Winnipeg, Manitoba, R3B 3E8 or to Environment Canada's Access to Information and Privacy Coordinator, quoting the registration number **DOE-CPS-015-02984** or identifying the survey title.

HAVE A GOOD DAY!

APPENDIX 2

Selected One-Way Tables
All Respondents

FORT SMITH VRC EXIT INTERVIEW

FIRST VISIT TO THE VRC TODAY

QII	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	2	.	.	.
YES	87	98.9	87	98.9
NO	1	1.1	88	100.0

Frequency Missing = 2

FINISHED VISIT TO THE VRC

QIII	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	2	.	.	.
YES	87	98.9	87	98.9
NO	1	1.1	88	100.0

Frequency Missing = 2

FIRST VISIT TO VRC IN LAST 12 MONTHS

Q1A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
YES	77	88.5	77	88.5
NO	10	11.5	87	100.0

Frequency Missing = 3

FORT SMITH VRC EXIT INTERVIEW

TIMES/YEAR ON AVERAGE VISIT VRC

Q1B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	25	.	.	.
0	9	13.8	9	13.8
1	47	72.3	56	86.2
2	4	6.2	60	92.3
3	1	1.5	61	93.8
4	1	1.5	62	95.4
12	1	1.5	63	96.9
20	1	1.5	64	98.5
50	1	1.5	65	100.0

Frequency Missing = 25

VISIT ONLY VRC, OR GOING ON TO PARK

Q1C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
VRC ONLY	22	25.3	22	25.3
ENROUTE TO PARK	43	49.4	65	74.7
BEEN TO PARK	22	25.3	87	100.0

Frequency Missing = 3

REC TRIP TO/FROM PARK-VISIT TO VRC

Q2_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	50	.	.	.
YES	40	100.0	40	100.0

Frequency Missing = 50

FORT SMITH VRC EXIT INTERVIEW

VISIT FRIENDS/RELATVES IN AREA-VISIT VRC

Q2_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	74	.	.	.
YES	16	100.0	16	100.0

Frequency Missing = 74

LEARN MORE ABOUT PARK - VISIT TO VRC

Q2_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	33	.	.	.
YES	57	100.0	57	100.0

Frequency Missing = 33

JUST PASSING THROUGH AREA - VISIT VRC

Q2_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	73	.	.	.
YES	17	100.0	17	100.0

Frequency Missing = 73

ENQUIRE/GET INFORMATION - VISIT VRC

Q2_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	40	.	.	.
YES	50	100.0	50	100.0

Frequency Missing = 40

FORT SMITH VRC EXIT INTERVIEW

OTHER PURPOSE FOR PRESENT VISIT TO VRC

Q2_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	74	.	.	.
YES	16	100.0	16	100.0

Frequency Missing = 74

SALT RIVER PICNIC SITE -VISIT BEFORE VRC

Q3A_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	20	.	.	.
YES	23	32.9	23	32.9
NO	47	67.1	70	100.0

Frequency Missing = 20

SALT R. HIKING TRAILS-VISIT BEFORE VRC

Q3A_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	25	.	.	.
YES	13	20.0	13	20.0
NO	52	80.0	65	100.0

Frequency Missing = 25

CARSTLAND TRAIL - VISIT BEFORE VRC

Q3A_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	29	.	.	.
YES	11	18.0	11	18.0
NO	50	82.0	61	100.0

Frequency Missing = 29

FORT SMITH VRC EXIT INTERVIEW

SALT MEADOW TRAIL - VISIT BEFORE VRC

Q3A_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	33	.	.	.
NO	57	100.0	57	100.0

Frequency Missing = 33

NORTH LOOP TRAIL - VISIT BEFORE VRC

Q3A_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	32	.	.	.
YES	3	5.2	3	5.2
NO	55	94.8	58	100.0

Frequency Missing = 32

SOUTH LOOP TRAIL - VISIT BEFORE VRC

Q3A_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	31	.	.	.
YES	3	5.1	3	5.1
NO	56	94.9	59	100.0

Frequency Missing = 31

ENTIRE LOOP TRAIL - VISIT BEFORE VRC

Q3A_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	32	.	.	.
YES	3	5.2	3	5.2
NO	55	94.8	58	100.0

Frequency Missing = 32

FORT SMITH VRC EXIT INTERVIEW

RAINBOW L. HIKING TRAIL-VISIT BEFORE VRC

Q3A_8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	2	3.2	2	3.2
NO	61	96.8	63	100.0

Frequency Missing = 27

RAINBOW L. BACKCOUNTRY CAMPSITE-VISIT

Q3A_9	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	1	1.6	1	1.6
NO	62	98.4	63	100.0

Frequency Missing = 27

PINE L. RECREATION AREA-VISIT BEFORE VRC

Q3A_10	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	24	.	.	.
YES	24	36.4	24	36.4
NO	42	63.6	66	100.0

Frequency Missing = 24

FORT SMITH VRC EXIT INTERVIEW

KETTLE PT GROUP CAMP - VISIT BEFORE VRC

Q3A_11	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	5	7.9	5	7.9
NO	58	92.1	63	100.0

Frequency Missing = 27

PARSONS LAKE ROAD - VISIT BEFORE VRC

Q3A_12	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	10	15.9	10	15.9
NO	53	84.1	63	100.0

Frequency Missing = 27

MOOSE ISLAND - VISIT BEFORE VRC

Q3A_13	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	6	9.5	6	9.5
NO	57	90.5	63	100.0

Frequency Missing = 27

FORT SMITH VRC EXIT INTERVIEW

CARLSONS LANDING - VISIT BEFORE VRC

Q3A_14	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	9	14.3	9	14.3
NO	54	85.7	63	100.0

Frequency Missing = 27

PEACE POINT - VISIT BEFORE VRC

Q3A_15	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	26	.	.	.
YES	13	20.3	13	20.3
NO	51	79.7	64	100.0

Frequency Missing = 26

SWEETGRASS CABIN - VISIT BEFORE VRC

Q3A_16	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	3	4.8	3	4.8
NO	60	95.2	63	100.0

Frequency Missing = 27

FORT SMITH VRC EXIT INTERVIEW

ANGUS TOWER - VISIT BEFORE VRC

Q3A_17	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	25	.	.	.
YES	22	33.8	22	33.8
NO	43	66.2	65	100.0

Frequency Missing = 25

SALT PLAINS OVERVIEW - VISIT BEFORE VRC

Q3A_18	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	26	.	.	.
YES	21	32.8	21	32.8
NO	43	67.2	64	100.0

Frequency Missing = 26

FORT CHIPEWYAN - VISIT BEFORE VRC

Q3A_19	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	9	14.3	9	14.3
NO	54	85.7	63	100.0

Frequency Missing = 27

FORT SMITH VRC EXIT INTERVIEW

OTHER SITE/FACILITY - VISIT BEFORE VRC

Q3A_20	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	27	.	.	.
YES	8	12.7	8	12.7
NO	55	87.3	63	100.0

Frequency Missing = 27

TIME SPENT - SALT PLAINS OVERVIEW

Q3B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	4	.	.	.
NOT APPLICABLE	69	.	.	.
5	1	5.9	1	5.9
10	3	17.6	4	23.5
30	3	17.6	7	41.2
45	1	5.9	8	47.1
60	3	17.6	11	64.7
90	1	5.9	12	70.6
180	1	5.9	13	76.5
240	2	11.8	15	88.2
480	1	5.9	16	94.1
1440	1	5.9	17	100.0

Frequency Missing = 73

FORT SMITH VRC EXIT INTERVIEW

TIME SPENT - ANGUS TOWER

Q3C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	2	.	.	.
NOT APPLICABLE	68	.	.	.
5	6	30.0	6	30.0
10	3	15.0	9	45.0
15	3	15.0	12	60.0
20	4	20.0	16	80.0
30	2	10.0	18	90.0
45	1	5.0	19	95.0
90	1	5.0	20	100.0

Frequency Missing = 70

CONTACT W PARK STAFF DURING VRC VISIT

Q4A_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	6	.	.	.
YES	82	97.6	82	97.6
NO	2	2.4	84	100.0

Frequency Missing = 6

WERE PARK STAFF ALWAYS HELPFUL

Q4A_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	23	.	.	.
NOT APPLICABLE	2	.	.	.
YES	63	96.9	63	96.9
NO	2	3.1	65	100.0

Frequency Missing = 25

FORT SMITH VRC EXIT INTERVIEW

ASK DIRECTIONS - CONTACT STAFF AT VRC

Q4B_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	51	.	.	.
NOT APPLICABLE	2	.	.	.
YES	37	100.0	37	100.0

Frequency Missing = 53

EXHIBIT/DISPLAY INFO - CONTACT STAFF

Q4B_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	16	.	.	.
NOT APPLICABLE	2	.	.	.
YES	72	100.0	72	100.0

Frequency Missing = 18

PAMPHLETS - CONTACT STAFF AT VRC

Q4B_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	38	.	.	.
NOT APPLICABLE	2	.	.	.
YES	50	100.0	50	100.0

Frequency Missing = 40

FORT SMITH VRC EXIT INTERVIEW

PARK INFORMATION - CONTACT STAFF AT VRC

Q4B_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	34	.	.	.
NOT APPLICABLE	2	.	.	.
YES	54	100.0	54	100.0

Frequency Missing = 36

OTHER PURPOSE - CONTACT STAFF AT VRC

Q4B_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	77	.	.	.
NOT APPLICABLE	2	.	.	.
YES	11	100.0	11	100.0

Frequency Missing = 79

OBTAIN PARK INFO WHILE AT VRC

Q4C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	4	.	.	.
YES	85	98.8	85	98.8
NO	1	1.2	86	100.0

Frequency Missing = 4

FORT SMITH VRC EXIT INTERVIEW

WHY NOT OBTAIN INFORMATION

Q4D	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	4	.	.	.
NOT APPLICABLE	85	.	.	.
NOT NEED ANY	1	100.0	1	100.0

Frequency Missing = 89

WAS INFORMATION OBTAINED HELPFUL

Q4E	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
YES	86	98.9	86	98.9
NO	1	1.1	87	100.0

Frequency Missing = 3

VIEW SLIDE PRESENTATION AT VRC

Q5U_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	5	.	.	.
YES	83	97.6	83	97.6
NO	2	2.4	85	100.0

Frequency Missing = 5

FORT SMITH VRC EXIT INTERVIEW

VIEW THE EXHIBITS AT VRC

Q5U_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	6	.	.	.
YES	70	83.3	70	83.3
NO	14	16.7	84	100.0

Frequency Missing = 6

VIEW ANY VIDEO PRESENTATIONS AT VRC

Q5U_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	10	.	.	.
YES	6	7.5	6	7.5
NO	74	92.5	80	100.0

Frequency Missing = 10

USE INTERACTIVE COMPUTERS AT VRC

Q5U_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	8	.	.	.
YES	50	61.0	50	61.0
NO	32	39.0	82	100.0

Frequency Missing = 8

FORT SMITH VRC EXIT INTERVIEW

VERBAL RECEPTION/ORIENTATION INFO -VRC

Q5U_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	6	.	.	.
YES	71	84.5	71	84.5
NO	13	15.5	84	100.0

Frequency Missing = 6

SEE ANY MOVIES AT VRC

Q5U_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	10	.	.	.
YES	5	6.2	5	6.2
NO	75	93.7	80	100.0

Frequency Missing = 10

GUEST SPEAKER PRESENTATION AT VRC

Q5U_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	10	.	.	.
YES	1	1.3	1	1.3
NO	79	98.7	80	100.0

Frequency Missing = 10

VRC SLIDE PRESENTATION - RATING

Q5R_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	9	.	.	.
GOOD	81	100.0	81	100.0

Frequency Missing = 9

FORT SMITH VRC EXIT INTERVIEW

VRC EXHIBITS - RATING

Q5R_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	22	.	.	.
GOOD	68	100.0	68	100.0

Frequency Missing = 22

VRC VIDEO PRESENTATIONS - RATING

Q5R_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	85	.	.	.
GOOD	5	100.0	5	100.0

Frequency Missing = 85

VRC INTERACTIVE COMPUTERS - RATING

Q5R_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	45	.	.	.
GOOD	43	95.6	43	95.6
FAIR	1	2.2	44	97.8
POOR	1	2.2	45	100.0

Frequency Missing = 45

VRC VERBAL RECEPTION/ORIENTATION INFO

Q5R_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	30	.	.	.
GOOD	60	100.0	60	100.0

Frequency Missing = 30

FORT SMITH VRC EXIT INTERVIEW

VRC MOVIES - RATING

Q5R_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	87	.	.	.
GOOD	3	100.0	3	100.0

Frequency Missing = 87

VRC GUEST SPEAKERS - RATING

Q5R_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	89	.	.	.
GOOD	1	100.0	1	100.0

Frequency Missing = 89

SEE/LEARN MORE ABOUT - AT VRC

Q6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
NOTHING	72	82.8	72	82.8
SOMETHING	15	17.2	87	100.0

Frequency Missing = 3

FORT SMITH VRC EXIT INTERVIEW

TOTAL TIME SPENT AT VRC

Q7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	4	.	.	.
10	1	1.2	1	1.2
20	4	4.7	5	5.8
30	18	20.9	23	26.7
35	1	1.2	24	27.9
40	3	3.5	27	31.4
45	24	27.9	51	59.3
50	1	1.2	52	60.5
60	22	25.6	74	86.0
64	1	1.2	75	87.2
75	1	1.2	76	88.4
90	6	7.0	82	95.3
120	3	3.5	85	98.8
240	1	1.2	86	100.0

Frequency Missing = 4

PERSONS IN YOUR PARTY

Q8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
1	30	34.5	30	34.5
2	41	47.1	71	81.6
3	6	6.9	77	88.5
4	4	4.6	81	93.1
5	4	4.6	85	97.7
6	2	2.3	87	100.0

Frequency Missing = 3

FORT SMITH VRC EXIT INTERVIEW

DESCRIPTION OF PARTY

Q9	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
ALONE	29	33.3	29	33.3
COUPLE	24	27.6	53	60.9
ONE FAMILY	9	10.3	62	71.3
MULTIPLE FAMILY	4	4.6	66	75.9
GROUP OF FRIENDS	18	20.7	84	96.6
ORGANIZED GROUP	3	3.4	87	100.0

Frequency Missing = 3

PERMANENT ADDRESS

Q10A	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
FORT SMITH	5	5.7	5	5.7
NWT	7	8.0	12	13.8
ALBERTA	17	19.5	29	33.3
BC	10	11.5	39	44.8
SASKATCHEWAN	5	5.7	44	50.6
ONTARIO	8	9.2	52	59.8
QUEBEC	1	1.1	53	60.9
NEWFOUNDLAND	1	1.1	54	62.1
YUKON	1	1.1	55	63.2
NORTH WEST USA	2	2.3	57	65.5
SOUTH WEST USA	2	2.3	59	67.8
CENTRAL USA	7	8.0	66	75.9
NORTH EAST USA	3	3.4	69	79.3
SOUTH EAST USA	6	6.9	75	86.2
GERMANY	2	2.3	77	88.5
SWITZERLAND	4	4.6	81	93.1
AUSTRALIA	1	1.1	82	94.3
ARABIA	1	1.1	83	95.4
GREAT BRITAIN	1	1.1	84	96.6
AUSTRIA	2	2.3	86	98.9
DENMARK	1	1.1	87	100.0

Frequency Missing = 3

FORT SMITH VRC EXIT INTERVIEW

POINT OF DEPARTURE - ORGANIZED GROUP

Q10B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	89	.	.	.
ONTARIO	1	100.0	1	100.0

Frequency Missing = 89

PLAN VRC VISIT WHEN PLANNED WENP VISIT

Q11	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	16	.	.	.
YES	38	51.4	38	51.4
NO	36	48.6	74	100.0

Frequency Missing = 16

LIKE TO SEE OTHER SERVICES/PGMS AT VRC

Q12	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	75	.	.	.
YES	3	20.0	3	20.0
NO	12	80.0	15	100.0

Frequency Missing = 75

RATE THIS VISIT TO THE VRC

Q13	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	3	.	.	.
EXCELLENT	59	67.8	59	67.8
GOOD	28	32.2	87	100.0

Frequency Missing = 3

FORT SMITH VRC EXIT INTERVIEW

MALES - UNDER 10 YRS OLD

Q14M_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	85	.	.	.
1	4	80.0	4	80.0
2	1	20.0	5	100.0

Frequency Missing = 85

MALES - 10-15 YEARS OLD

Q14M_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	87	.	.	.
1	3	100.0	3	100.0

Frequency Missing = 87

MALES - 16-24 YEARS OLD

Q14M_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	82	.	.	.
1	7	87.5	7	87.5
3	1	12.5	8	100.0

Frequency Missing = 82

FORT SMITH VRC EXIT INTERVIEW

MALES - 25-34 YEARS OLD

Q14M_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	74	.	.	.
1	13	81.2	13	81.2
2	2	12.5	15	93.7
3	1	6.2	16	100.0

Frequency Missing = 74

MALES - 35-44 YEARS OLD

Q14M_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	71	.	.	.
1	18	94.7	18	94.7
2	1	5.3	19	100.0

Frequency Missing = 71

MALES - 45-54 YEARS OLD

Q14M_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	80	.	.	.
1	10	100.0	10	100.0

Frequency Missing = 80

MALES - 55-64 YEARS OLD

Q14M_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	75	.	.	.
1	15	100.0	15	100.0

Frequency Missing = 75

FORT SMITH VRC EXIT INTERVIEW

MALES - 65 YEARS OLD OR MORE

Q14M_8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	80	.	.	.
1	8	80.0	8	80.0
2	2	20.0	10	100.0

Frequency Missing = 80

FEMALES - UNDER 10 YRS OLD

Q14F_1	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	85	.	.	.
1	4	80.0	4	80.0
2	1	20.0	5	100.0

Frequency Missing = 85

FEMALES - 10-15 YEARS OLD

Q14F_2	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	88	.	.	.
1	2	100.0	2	100.0

Frequency Missing = 88

FEMALES - 16-24 YEARS OLD

Q14F_3	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	85	.	.	.
1	4	80.0	4	80.0
2	1	20.0	5	100.0

Frequency Missing = 85

FORT SMITH VRC EXIT INTERVIEW

FEMALES - 25-34 YEARS OLD

Q14F_4	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	80	.	.	.
1	6	60.0	6	60.0
2	4	40.0	10	100.0

Frequency Missing = 80

FEMALES - 35-44 YEARS OLD

Q14F_5	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	76	.	.	.
1	13	92.9	13	92.9
2	1	7.1	14	100.0

Frequency Missing = 76

FEMALES - 45-54 YEARS OLD

Q14F_6	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	84	.	.	.
1	6	100.0	6	100.0

Frequency Missing = 84

FEMALES - 55-64 YEARS OLD

Q14F_7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	76	.	.	.
1	14	100.0	14	100.0

Frequency Missing = 76

FORT SMITH VRC EXIT INTERVIEW

FEMALES - 65 YEARS OLD OR MORE

Q14F_8	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	84	.	.	.
1	6	100.0	6	100.0

Frequency Missing = 84

TIMES/YEAR ON AVERAGE VISIT VRC

NQ1B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	25	.	.	.
0	9	13.8	9	13.8
1	47	72.3	56	86.2
2 OR MORE	9	13.8	65	100.0

Frequency Missing = 25

TIME SPENT - SALT PLAINS OVERVIEW

NQ3B	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	4	.	.	.
NOT APPLICABLE	69	.	.	.
UP TO 30 MINUTES	7	41.2	7	41.2
31 - 90 MINUTES	5	29.4	12	70.6
OVER 90 MINUTES	5	29.4	17	100.0

Frequency Missing = 73

FORT SMITH VRC EXIT INTERVIEW

TIME SPENT - ANGUS TOWER

NQ3C	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	2	.	.	.
NOT APPLICABLE	68	.	.	.
UP TO 15 MINUTES	12	60.0	12	60.0
OVER 15 MINUTES	8	40.0	20	100.0

Frequency Missing = 70

TOTAL TIME SPENT AT VRC

NQ7	Frequency	Percent	Cumulative Frequency	Cumulative Percent
NO RESPONSE	4	.	.	.
UP TO 30 MINUTES	23	26.7	23	26.7
31 - 45 MINUTES	28	32.6	51	59.3
46 - 60 MINUTES	23	26.7	74	86.0
OVER 1 HOUR	12	14.0	86	100.0

Frequency Missing = 4

APPENDIX 3

Verbatim Comments:
Suggestions on Visit to the VRC

FORT SMITH VRC EXIT INTERVIEW

Question #16

Do you have any comments or suggestions regarding your visit to the VRC?

Staff courteous and professional.

Would like to come back and visit the park someday.

We didn't expect to find all this and hope on our next visit to see the park and not just the MIAV.

Effective and efficient map is very good, flowers. Nice mix of visual photos and maps and real exhibits ie rocks, skull cranes.

People are very friendly.

People are friendly. Everything is fine.

Keep up the good work.

Surprised to find something so well put together.

Good.

Surprised to find such a spectacular exhibit in such a small town.

Very friendly - enjoyable.

It's good.

Well presented. Unusual to find all this.

Surprised at the gorgeous facilities.

Motivates one to get out into the park.

Mural on wall is striking (of bison).

Great to have something of this nature in a place this size.

Impressed. Difficult to find information on WBNP and Fort Smith in general in library before coming.

Good job of utilizing the space.

Excellent - liked it.

Surprised to find this - for size of town.

Plan to return to see videos/films.

Really nice to drop in. Money's being spent on areas like this.

Again, this family has complained signage to the centre not being clear enough.

More signage to get to VRC in building and out. Had problems getting here.

Difficult to find directions to get here. Went to campground for VRC. Says we need one extra sign.

Liked the bird songs in Exhibit. Nice people that work and welcome people here.

A map next to photos in exhibit to show where the places are eg. caves at Peace Point.

I was surprised to see such a set up. The computers are very helpful.

Surprises us to get out and see the park especially Salt Plains and Grosbeak Lake.

Fort Smith interviewed resident, wife, and mother (Edmonton & Calgary).

A (smaller) information centre on Hwy 5 entering the park from Hay River would be helpful and a new map (old is from '73).

Pine Lake to get more interest out there; stock the lake, and can't take handicapped people out there.

Didn't expect such service when they first came in.

She was on business and wished she had more time to see the park: would have liked more hands-on experience from VRC. Was very impressed.

The film really gets you interested in getting into the park.

Good.

Lousy pictures in theatre as far as botanist goes. Would prefer the authentic thing. Whooping Cranes: computer is fine. Down in Aranous has a better set up in addition to interactive computer. Have a chart on crane update like the map we have up in VRC.

Slide presentation - too fast - can't properly grasp it. Didn't like music and narrative interplay. Exhibit - nice pictures. Only came in because of sign in front. Otherwise, wouldn't have known place existed.

River quiz Int. comp. confusing. Should have told it would be scored.

APPENDIX 4

Wood Buffalo National Park
Attendance Figures

Wood Buffalo National Park: Attendance Patterns

Attendance figures from 1988 to 1991 are presented below. Figures from 1988 on are based upon the current approved attendance definition.

Data from the following sources are used to determine park attendance: Fort Smith VRC, Pine Lake Campground, Pine Lake Day Use Area, Kettle Point Group Camp, and Fort Chipewyan VRC.

It is important to note that "entries" consist of almost all who enter the park including Canadian Park Service staff. The category "visits" does not include Canadian Park Service staff, those on construction crews nor pilots going in and out of the park the same day. "Visit days" reflect the amount of time a visitor spent in the park. Therefore, "visits" and "visit days" reflect tourism visitation.

		Entries	Visits	Visit Days
1988		14,815	5,718	7,570
1989		7,218	6,346	6,983
1990		7,122	7,122	7,906
1991	*	8,165	8,165	8,860

* Attendance formulas were revised in 1991. Figures for this year are for January to November Only.